

7 May 1974

Maurice M. Gould, Chm. NCW 50  
P.O. Box 1500  
Tustin, Cal. 92680

Dear Mr. Gould,

I wish to report my activity in the interest of National Coin Week, 21-27 April, in order to support my request for the medallic award, plus the certificates for me, the bank, and the ad agency.

Missoula, Montana, a city in Western Montana of abt. 40,000, has two little coin shops, but no local active club. Outside of what I did, there was no NCW activity here.

I constructed a display, case and all, for the "grand reopening" of First State Bank, and, with some persuasion and arm-twisting, got the ad agency to comment on the display in the bank's ad.

The display, 60" x 20", was vertical, and was in two parts:

Left side of double case

Title card. (Types of US dls)

Pillar dollars thru Seated Liberty

Trade dls, all mints PL Morgans, Peace.

Calayette, Ike, 1976 design layout story

info on govt dollars on sale

Rt side of case

(Complete set of CC dollars 1878-1893)

(all genuine exc. 1889 + 93, EF)

The 1878, 1879, 1880, and two 1884 (obverse) were shown in Govt. pkgs with full info + sales brochure covers from all the sales.

Gen + P-L 1881-2-3, 85, 90, 91, 92 + EF '89 + '93 were also displayed on colored backgrounds.

Photos available later, (I hope).

Govt package of order forms sat along side for the last CC dollar sale.

6/9/74



The ad agency had the 200 radio "spots" amended to include mention of the NCW display (done anonymously). They also published the ad enclosed (with a masthead stuck on by me). Here's what my title card reads: (On the left display)

### Silver Dollars of the USA

This exhibit, by a life member of the American Numismatic Association, is sponsored by FIRST STATE BANK, this 50th annual National Coin Week. Coin collecting literally puts "history in your hands." You can see a 1771 Spanish piece of eight, an 1871 and 1971 dollars - two centuries' spread. Also pairs of 1800 and 1900\* and 1876† and 1976 design are shown.

Each coin was mounted on a card which explained its significance in a historical, artistic or economic aspect.

As an aside, the CC dollars I got from the GSA are superb - 1878 Gem P-L, 1879 perfect mm, 1880/79 type-2 reverse, and I was proud to show them rather than my regular ones of those dates!

The bank liked the colorful and stylish display so much they kept it an extra week. An officer unchained it and hand-carried it to the vault, daily.

I would appreciate certificates of participation made out to: @ FIRST STATE BANK

① JACOBSON AGENCY

② as well as to me, along with the FM medal.

I expect to display my (ANA-<sup>ANA</sup> Boston) Sovereign type set for next year's NCW, if possible. It's a pleasure to pass on the joys and education of numismatics in this way.

Yours, Craig Pierson  
CRAIG PIERSON

\* the Lafayette } notes for this letter, only  
† Trade dollar } info on each coin's background.

ANA LM 833